

<b>Rep Order#</b>	6831503	<b>Ver#</b>	9	<b>Mod#</b>	3	<b>Status</b>	Confirmed
<b>EC'd</b>	Yes						

**Last Received:** 10/05/2012 2:13 PM  
**Showing Buylines:** All Lines

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.
<b>Advertiser</b>	( ) DETROIT INTL BRIDGE
<b>Product</b>	order
<b>Estimate#</b>	C01C07
<b>Buyer</b>	Sarah Linden
<b>Phone#</b>	
<b>Fax#</b>	

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	12P-1P	NEWS	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	Rating: 4.6											
	2	TU	12P-1P	NEWS	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
	Rating: 4.6											
	3	W	12P-1P	NEWS	:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
	Rating: 4.6											
	4	TH	12P-1P	NEWS	:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
	Rating: 4.6											
	5	F	12P-1P	NEWS	:30	\$450.00	10/05-10/05	1	1	1	\$450.00	
	Rating: 4.6											
	6	TU	2P-3P	RACHEL RAY	:30	\$100.00	10/02-10/02	1	1	1	\$100.00	
	Rating: 1.2											
	7	W	2P-3P	RACHEL RAY	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
	Rating: 1.2											
	8	TH	2P-3P	RACHEL RAY	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
	Rating: 1.2											
	9	F	2P-3P	RACHEL RAY	:30	\$100.00	10/05-10/05	1	1	1	\$100.00	
	Rating: 1.2											
	10	M	3P-4P	DR OZ	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	Rating: 1.5											











Station WOOD-TV GRAND RAPIDS, MI.  
Advertiser (    ) DETROIT INTL BRIDGE  
Product order  
Estimate# C01C07  
Buyer Sarah Linden  
Phone#  
Fax#

Agency (    ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E DIBC/ORDR/C01C07  
Flight Dates 10/01/2012 - 10/07/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) IAN AMBRON  
  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	65	F	730P-8P	ACCESS HOLLYWD	:30	\$250.00	10/05-10/05	1	1	1	\$250.00	
Rating: 2.3												
	66	F	10P-11P	DATELINE	:30	\$300.00	10/05-10/05	0	0	0	\$0.00	
Rating: 2.4												
	67	SA	8P-11P	DATELINE	:30	\$250.00	10/06-10/06	0	0	0	\$0.00	
Rating: 1.9												
	68	SU	7P-8P	DATELINE	:30	\$700.00	10/07-10/07	0	0	0	\$0.00	
Rating: 11.7												
Buyline Comment: SEE MG ON LINE 70												
	69	SU	8P-9P	HARRY S LAW	:30	\$1,000.00	10/07-10/07	0	0	0	\$0.00	
Rating: 12.2												
Buyline Comment: SEE MG ON LINE 71												
	70	SU	7P-8P	FTBALL NIGHT IN AMER	:30	\$700.00	10/07-10/07	1	1	1	\$700.00	
Rating: 11.7												
Buyline Comment: MG FOR LINE 68 TO REFLECT PRGM CHA												
	71	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	10/07-10/07	1	1	1	\$1,000.00	
Rating: 12.2												
Buyline Comment: MG FOR LINE 69 TO REFLECT PRGM CHA												
	72	TH	8P-9P	30 ROCK/UP ALL NIGHT	:30	\$1,000.00	10/04-10/04	1	1	1	\$1,000.00	

---REPORT TOTALS---

Report Totals: 72 / \$33,675.00

---SALES MONTHLY TOTALS---

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser ( ) DETROIT INTL BRIDGE

Product order

Estimate# C01C07

Buyer Sarah Linden

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C01C07

Flight Dates 10/01/2012 - 10/07/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

Oct 12: 72 / \$33,675.00

Sales Totals: 72 / \$33,675.00

Station Totals: 72 / \$33,675.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$84,188	CATV	0%	WOOD	40%	WOTV	0%	WWMT	30%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE